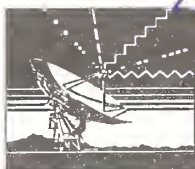


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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2685

October 28, 1994

'95 CRP PAYMENTS -- Cash payments of more than \$1.8 billion are being made to qualified producers in the Commodity Credit Corporation's (CCC) Conservation Reserve Program (CRP). The annual payments are made to producers who enrolled cropland in the CRP during 1986-1992. Under CRP, producers retire from production for 10 to 15 years highly erodible cropland or land that is contributing to a serious water quality problem. In return, CCC makes annual rental payments to producers and shares the cost of establishing an approved vegetative cover. To date, 36.4 million acres have been enrolled in the CRP. **Contact: Bruce Merkle (202) 720-8206.**

CROP INSURANCE PRICE ELECTION RAISED -- Agriculture Secretary Mike Espy raised the 1995 crop insurance market price election for wheat from \$3.15 to \$3.35. Espy raised the wheat market price election so it more closely matched price projections for the 1995 wheat crop. This 20 cent increase means producers who elected the market price for wheat and suffer an insured loss will be compensated based on \$3.35 per bushel rather than \$3.15. The \$3.35 market price will also provide the basis for the new catastrophic crop insurance policy for wheat available to producers starting this winter. **Contact: Paula Thomasson (202) 254-9344.**

CHILD CARE AND FOOD SAFETY -- Make sure the food your child eats during the day is safe. Every morning, nearly half of the children under five years old in this country are bundled up by parents and taken to a child care center or a family child care home. As a parent, how do you know the food that's served is safe? Dr. J. Glenn Morris, Jr., a physician and director of the Health Affairs Staff at USDA's Food Safety and Inspection Service, says parents can get a pretty good idea of their child's risk of getting sick from food by seeing how well their child care provider pays attention to the basic rules of cleanliness and safe food handling. Child care experts agree. Dr. Susan Aronson directs a child care health and safety program with the Pennsylvania Chapter of the American Academy of Pediatrics. Dr. Aronson advises parents to check out their child care provider by observing: How often do care-givers and children wash hands; Does your child care provider regularly clean areas where children play and eat; Are diaper-changing areas separate from eating areas; and Does your child care provider handle food safely? **Contact: Dianne Durant (202) 720-4010.**

RECORD EXPORTS PREDICTED -- Salon International del'Alimentation (SIAL '94) opened (October 24) with more than 100 U.S. food firms displaying their products at the USDA-sponsored USA pavilion. Eugene Moos, under secretary for farm and foreign agricultural services, said, "From what I've seen at this show, I am confident that U.S. consumer-oriented product exports will continue their double-digit growth and set another record this year." Last year total U.S. overseas sales of consumer-oriented products amounted to nearly \$15 billion--almost one-third of agricultural exports. U.S. products featured range from almonds to frozen yogurt. More than 100,000 trade visitors from all over the world are expected to visit the six halls that make up the exhibition center. **Contact: Maureen Quinn (202) 720-9444.**

BOVINE BRUCELLOSIS ERADICATION -- USDA increased the amounts of federal indemnity payments for owners who depopulate brucellosis-affected cattle and bison herds to expedite the eradication of this bacterial disease from the U.S. To give owners more incentive to depopulate, this interim rule increases indemnity amounts per animal from \$150 to \$250. The indemnity is now available for all sexually intact female calves destroyed during depopulation. USDA will also pay these new rates for brucellosis-exposed cattle or bison sold or traded from any herd later found infected with this disease. **Contact: Kendra Pratt (301) 436-4898.**

PESTICIDE RESIDUE TESTING OFFERED -- USDA's Federal Grain Inspection Service will offer official pesticide residue testing service for 29 pesticides in wheat beginning November 18, 1994. Customers can contact any FGIS or FGIS-authorized inspection agency to obtain the service. **Contact: Dana Stewart (202) 720-5091.**

VEGETABLE OIL EEP -- A multi-country package of initiatives under USDA's Export Enhancement Program will be used to boost sales of 680,000 metric tons of U.S. vegetable oil. Sales of vegetable oil will be made to buyers in all countries announced October 24 through normal commercial channels at competitive prices. The subsidy will enable U.S. exporters to compete at commercial prices in these markets. **Contact: Lynn Goldsbrough (202) 720-3930.**

95 SOAP/COAP ALLOCATIONS -- Allocations under the '95 Sunflowerseed and Cottonseed Oil Assistance Programs (SOAP/COAP) will be made to encourage sales of 300,000 metric tons of sunflowerseed oil and 175,000 metric tons of cottonseed oil. Seven countries are targeted under USDA's fiscal year 1995 Sunflowerseed Oil Assistance Program and eight countries under the Cottonseed Oil Assistance Program. The new allocations will remain in effect through fiscal year 1995. Sales of oils will be made to buyers in these countries through normal commercial channels at competitive world prices. The export sale will be facilitated with cash bonus payments. The subsidy will enable U.S. exporters to compete at commercial prices in these markets. **Contact: Lynn Goldsbrough (202) 720-3930.**

1994 BURLEY TOBACCO SUPPORT RATES -- USDA's Commodity Credit Corporation announced (October 24) grade loan rates for the 1994 crop of burley tobacco, based on the sale price support level of \$1.714 per pound. The national support level for burley tobacco is 3.1 cents per pound more than the price support level for the 1993 crop. The loan rates range from \$0.97 to \$1.88 per pound for the 1994 crop. Both the Burley Tobacco Growers Cooperative Associations and the Burley Stabilization Corporation, will deduct one cent per pound from the grade loan rates for administrative overhead costs. **Contact: Bruce Merkle (202) 720-8206.**

CROP MALTING BARLEY ASSESSMENTS REDUCTION -- USDA's Commodity Credit Corporation intends to reduce the assessments on 1994-'95 crop malting barley to zero percent. The intention to reduce the assessment has been made since C.C.C. has determined that the costs associated with levying the assessment exceed the revenue generated by the assessment. The Agricultural Act of 1949 allows the Secretary of Agriculture to levy an assessment of up to 5 percent on malting barley producers participating in the barley production adjustment program for each of the 1991-1995 crop years. **Contact: Bruce Merkle (202) 720-8206.**

MILK BOARD NOMINATIONS SOUGHT -- USDA is seeking nominations for the National Fluid Milk Processor Promotion Board. Five members will represent geographic regions and two will be members at-large for 3 year terms. Members representing geographic regions must be active owners or employees of a fluid milk processor. **Contact: Gil High (202) 720-8998.**

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1952 -- On this edition, Brenda Curtis talks about a new approach to healthier eating. (Weekly cassette -- 13-1/2 minute documentary).

CONSUMER TIME # 1433 -- Reorganizing the U.S.D.A.; turkey myths; take-out turkeys; earned income tax credit; preparing houseplants for winter. (Weekly cassette -- 2-1/2 to 3 minute consumer features).

AGRITAPE FEATURES # 1943 -- Wheat prospects improving; '95 CRP payments; beetles battle leafy spurge; wheat fungus disabled; is "El Niño" back so soon? (Weekly cassette -- news features).

UPCOMING ON USDA RADIO NEWSLINE -- Wed. Nov. 2, coverage of Secretary Espy's scheduled speech on Farm Bill issues; Tues. Nov. 8, crop/weather update; Wed. Nov. 9, Crop production report, world supply and demand report. (Once again we will change the newslines twice. The first time at 10:30 am. to carry most crop and supply reports and then at 5 p.m. to carry citrus and cotton production reports.) Thurs. Nov. 10, cattle and sheep outlook, fruit and tree nut outlook, world ag./grain production, world oilseed situation, world cotton situation; Nov. 11 is Veterans Day holiday so newslines will change again Mon. Nov. 14, feed outlook. **These are USDA reports we know about in advance. Our newslines carry many stories every day which are not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION SERVICE

FEATURES -- DeBorja Janifer reports on USDA research on the weed Purslane, which could become a cash crop based on its high nutritional value. 1:45

ACTUALITIES -- Agriculture Secretary Mike Espy announces historic reorganization of USDA and signs executive order to make it law at a ceremony at USDA headquarters in Washington, D.C. (10/20/94). Various excerpts from his speech and ceremony. 10 minutes

SPECIAL -- "Images In Agriculture," a thirteen-minute video program about the issues of the food, fiber and natural resources industries and the changing role of the U.S. Department of Agriculture. (Airs in its entirety immediately following USDA-TV News). 13:07

SATELLITE COORDINATES FOR TV NEWSFEEDS:

*Galaxy 7, Transponder 9, Channel 9, Audio 6.2 or 6.8, Downlink frequency 3880 Mhz.
Available on Thursdays 3:45 - 4:00 p.m., EDT; Mondays 11:00 - 11:15 a.m., EDT.*

**Comments and suggestions are welcome regarding USDA broadcast services.
Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.**

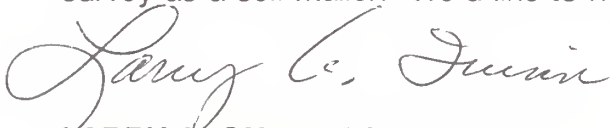
OFF MIKE

STORING CORN IN THE FIELD...on the stalk by delaying harvest is one answer to grain storage problems in Iowa, reports **Rich Balvanz** (WMT, Cedar Rapids, IA). Record crops of soybeans and corn have filled elevators and on-farm storage so farmers are either selling grain now at lower prices or finding other creative answers. Elevators cannot store grain on the ground unless they own it. Soybean harvesting is mostly complete, but about 50 percent of the corn remains in the field. Corn yields are averaging 160-180 bushels per acre with some farms topping 200. Soybean yields are running 50-55 bushels per acre with some above 60. Rich says most farms are harvesting double the yields they did last year.

FARM TIMES OF THE AIR...is the name of a regular TV program hosted by **Bill Whittom** (Rupert, ID). Bill has been using USDA's weekly TV features for several years. He often uses audio from TV reports for his radio service on 33 stations in seven western states. Bill was publisher of "Farm Times of Idaho" newspaper for seven years until he sold it last April 1.

RODEOS AND AUCTIONS...are among features that **Cas Salley** (KVOO, Tulsa, OK) includes in his daily newscasts eight times a day from 5:05 a.m. to 2:00 p.m. A Tulsa native, Cas became farm director about six months ago, moving over from a sales position. Formerly, he taught agriculture courses at Murray State College in Tishomingo, OK. Cas covers 35-40 rodeos a year plus cattle and horse auction sales, in addition to agriculture news and markets. He says USDA's newswire and radio cassette services are useful in meeting his multiple, daily deadlines.

SURVEY RETURNS...are arriving to our readership questionnaire included last week. Please respond if you wish to continue on our mailing list. Fax it to us at **202-720-5773** or use the survey as a self-mailer. We'd like to hear from you!



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